

Message Text

CONFIDENTIAL

PAGE 01 STATE 017151

43

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 PRS-01 RSC-01 /022 R

DRAFTED BY COM/BEWT/EE/MHUTCHINSON/SAM

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COM/BEWT/EE/JATREICHEL

STATE/CE/JBECKER (PHONE)

EB/EWT/SHAAS

EB/OCA/RSWART

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P 241805Z JAN 75

FM SECSTATE WASHDC

TO AMEMBASSY BERLIN PRIORITY

C O N F I D E N T I A L STATE 017151

E.O. 11652: GDS

TAGS: BEXP, GE

SUBJECT: BUSINESS DEVELOPMENT OFFICE AT LEIPZIG SPRING FAIR

REF: BERLIN 5067

1. COMMERCE IS CONCERNED THAT RECENT GDR DECISION TO CANCEL ITS OWN TRADE PROMOTION EVENTS IN U.S. MAY ALSO FORESHADOW NEGATIVE GDR ATTITUDE TOWARD CONDUCT OF U.S. PROMOTION EVENTS IN GDR, IN PARTICULAR, COMMERCE BUSINESS DEVELOPMENT OFFICE SCHEDULED FOR LEIPZIG SPRING FAIR.

2. EMBASSY REQUESTED COMMENT ON AFFECT OF NEW DEVELOPMENTS ON ABILITY OF BDO TO FUNCTION EFFECTIVELY, FOCUSING PARTICULARLY ON WHETHER EMBASSY BELIEVES IT ADVISABLE TO PROCEED WITH BDO AS PLANNED. BDO IS, OF COURSE, A GENERAL PROMOTIONAL EVENT FROM WHICH SUBSTANTIAL IMMEDIATE SALES ARE NOT EXPECTED TO ENSURE, I.E.- IT IS BASICALLY DESIGNED TO UPGRADE THE PROFILE OF U.S. INDUSTRY IN THE GDR. IN THIS TYPE OF EVENT ATTITUDES OF HOST GOVERNMENT ARE PARTICULARLY IMPORTANT TO ITS SUCCESS.
INGERSOLL

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Message Attributes

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Margaret P. Grafeld
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05 JUL 2006

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